

## CLAIMS

### I CLAIM:

- 5 1. A system for creating and implementing incentive programs for use by a plurality of users corresponding to a plurality of interconnected computers comprising:  
  
a server computer accessible by means of said plurality of interconnected computers, said server computer comprising:
  - 10 (a) an incentive customization facility accessible to said plurality of users who are authorized to access said incentive customization facility, said incentive customization facility providing means for designing, creating and implementing incentive programs based on a reward currency; and
  - 15 (b) an e-commerce facility that permits the processing of electronic transactions by said plurality of users authorized to access said e-commerce facility based on said reward currency.
- 20 2. A system as claimed in claim 1, wherein said e-commerce facility provides means for processing electronic transactions based on said reward currency and monetary currency.
- 25 3. A system as claimed in claim 2, wherein said incentive programs comprise employee programs, business to business programs, and business to end user programs.

4. A system as claimed in claim 3, wherein said incentive customization facility provides means for designing, creating and implementing said incentive programs based on a plurality of incentive program templates provided by said incentive customization facility in co-operation with a database.

5. A system as claimed in claim 4, wherein said incentive customization facility co-operates with said database to provide means for designing, creating and implementing incentive programs based on a series of incentive program parameters, said incentive program parameters comprising target audience data, incentive program start and end dates, and award values attributable to particular events.

6. A system as claimed in claim 5, wherein said server computer further comprises an incentive management facility which provides means for adjusting said incentive program parameters in co-operation with said database.

7. A system as claimed in claim 6, wherein said server computer further comprises a launch incentive program facility which provides means for promoting an incentive program designed, created and implemented by means of said incentive customization facility.

8. A system as claimed in claim 7, wherein said server computer further comprises a communication facility that provides means for communication between said server computer and said plurality of users.

9. A system as claimed in claim 8, wherein said server computer further comprises an interactive demonstration facility providing means for one of said plurality of users authorized to access said incentive customization facility to predict the effect on said target audience of an incentive program designed and created by means of said incentive customization facility.

10. A system as claimed in claim 9, wherein said e-commerce facility further provides means for creating an environment accessible from said interconnected computers for facilitating electronic transactions between said plurality of users who are buyers or sellers.

11. A system as claimed in claim 10, wherein said server computer further provides a register to buy facility that permits buyers and sellers to be matched within said environment.

12. A computer product for creating and implementing incentive programs for use by a plurality of users corresponding to a plurality of interconnected computers, said computer product being adaptable to operate in association with a server computer connected to said plurality of interconnected computers, said computer product comprising:

(a) an incentive customization facility accessible to said plurality of users who are authorized to access said incentive customization

facility, said incentive customization facility providing means for designing, creating and implementing incentive programs based on a reward currency; and

- 5 (b) an e-commerce facility that permits the processing of electronic transactions by said plurality of users authorized to access said e-commerce facility based on said reward currency.

- 10 13. A method of designing, creating and implementing incentive programs for use by a plurality of users corresponding to a plurality of interconnected computers comprising the steps of:

- (a) providing a server computer accessible to said plurality of interconnected computers, said server computer comprising:

- 15 (i) an incentive customization facility accessible to said plurality of users who are authorized to access said incentive customization facility, said incentive customization facility providing means for designing, creating and implementing incentive programs based on a reward currency; and

- 20 (ii) an e-commerce facility that permits the processing of electronic transactions by said plurality of users authorized to access said e-commerce facility based on said reward currency;

- (b) registering for access to said incentive customization facility and e-commerce facility; and

- 25 (c) designing, creating and implementing an incentive program based on reward currency using said incentive customization facility.